

Green Industry Survey: Results and Preliminary Conclusions of a Region-Wide Pilot Study

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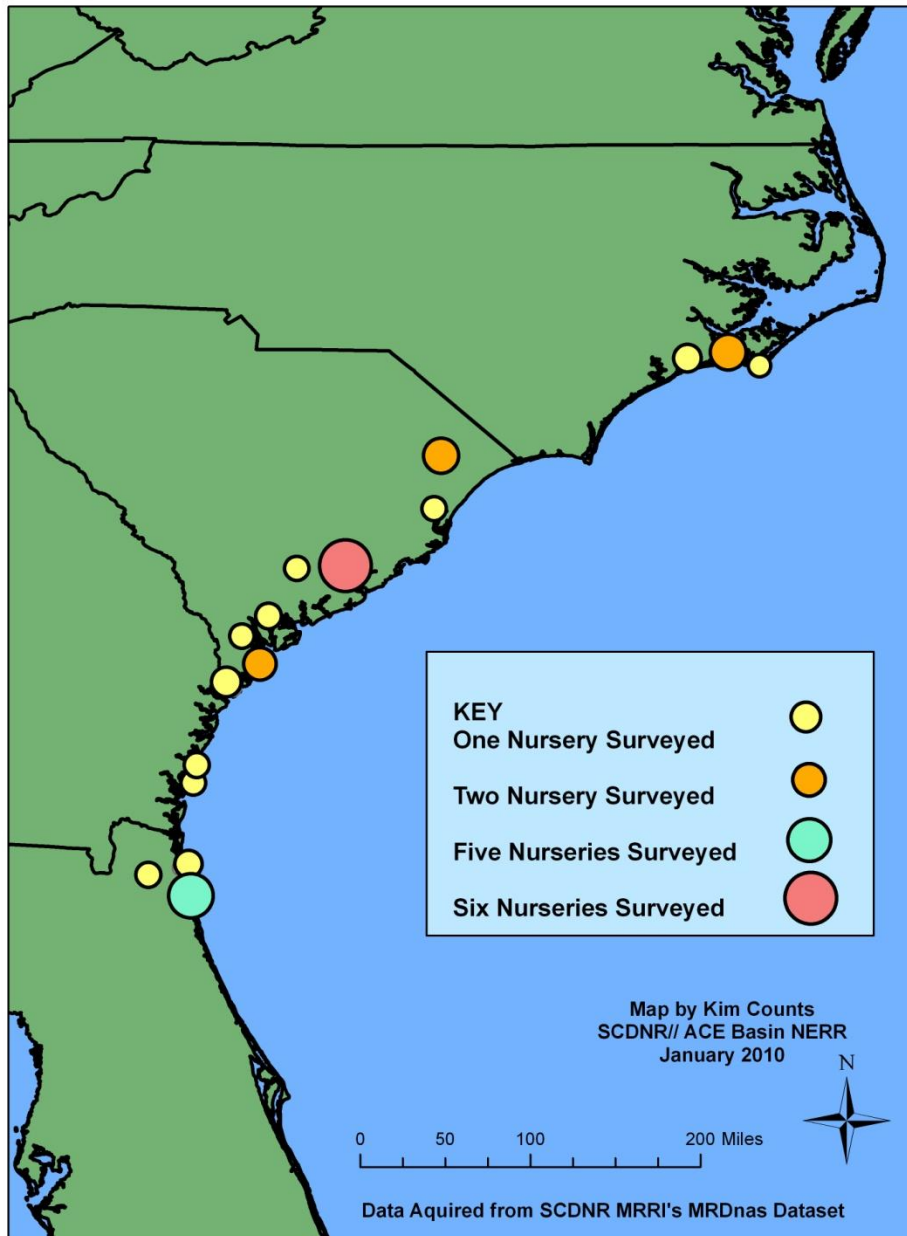
A Southeast NERRs Effort



Individuals involved include:

- Whitney Jenkins ~ **NC NERR**
- Nicole Saladin and Dr. Jennifer Plunket ~ **NIWB NERR**
- Rebekah Walker Szivak, Stephanie Simpson, Kim Counts, Dr. Elizabeth Wenner, Jennifer Ness and Maia Ingle ~ **ACE Basin NERR**
- Suzanne VanParreren ~ **Sapelo Island NERR**
- Emily Montgomery ~ **GTM NERR**
- Colette Degarady ~ **TNC**

SE NERR's Green Industry Survey Sites: 2009



Green Industry Survey Cooperating NERR Sites:

- ~NC NERR
- ~NIWB NERR
- ~ACE Basin NERR
- ~Sapelo Island NERR
- ~GTM NERR

Survey Timeframe:

October-November 2009

Total # Of Nurseries: 28

Nurseries Surveyed per State:

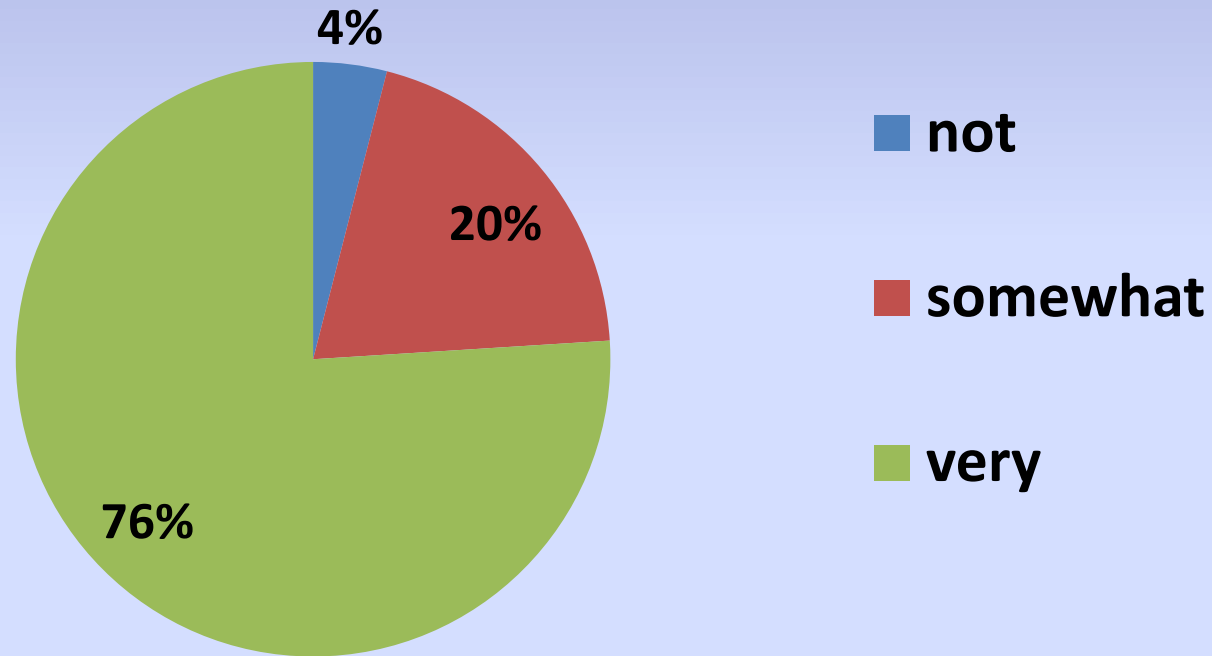
- ~NC 4
- ~SC 14
- ~GA 3
- ~FL 7

Survey Sections

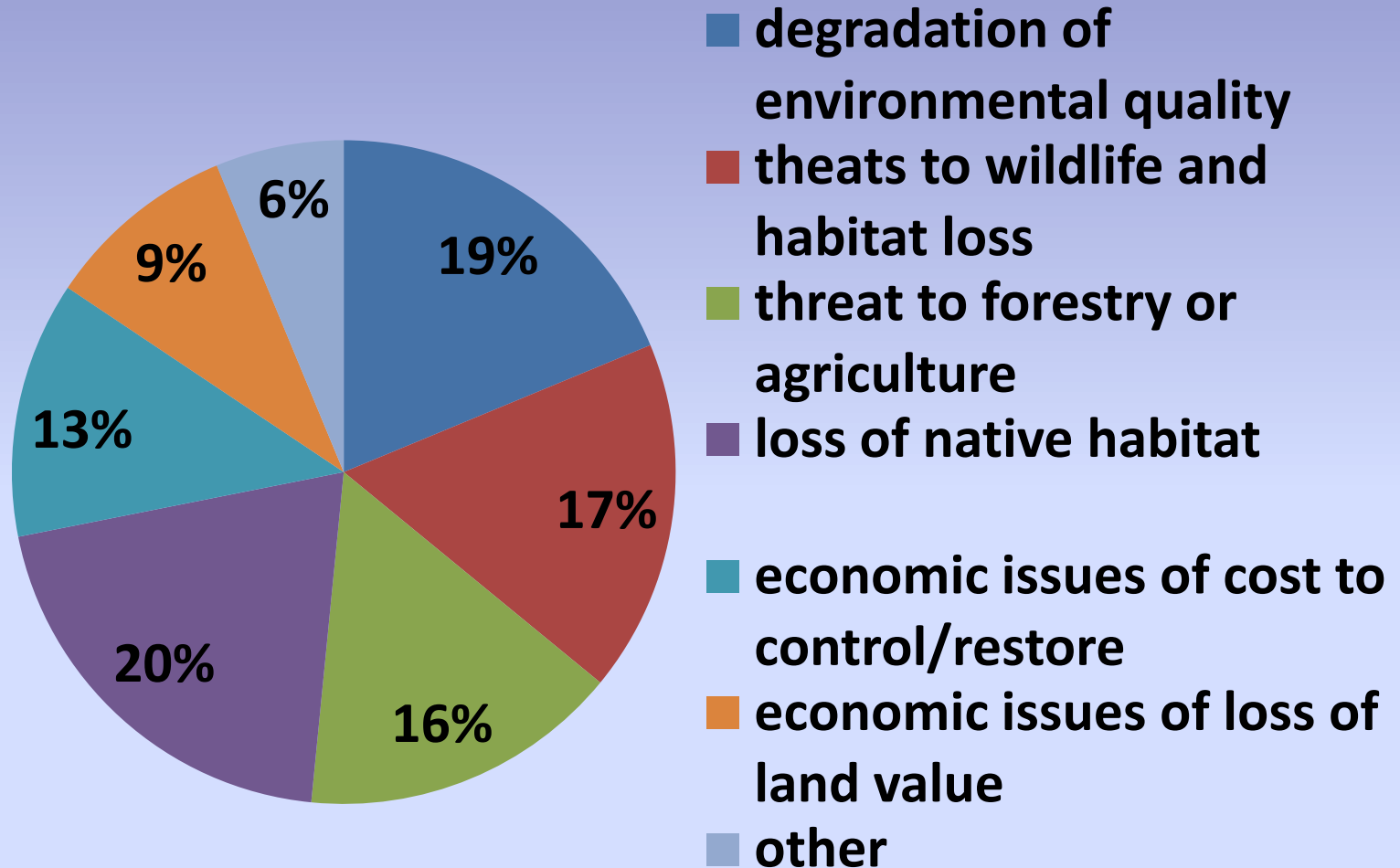
- **Section 1:** Assessment of Other Efforts
- **Section 2:** Assessment of General Knowledge of Invasive Species Issues
- **Section 3:** Knowledge of and Access to Native Plants and Native Landscaping
- **Section 4:** Access to and Willingness to Promote Native Plants in Your Business
- **Section 5:** Employee Training on Invasive and Native Species
- **Section 6:** Assessment of Public Demand for Natives
- **Section 7:** Assessment of Perceived Barriers to Selling/Using Native Plants

Section Two: Assessment of General Knowledge of Invasive Species Issues

How familiar are you with these definitions?

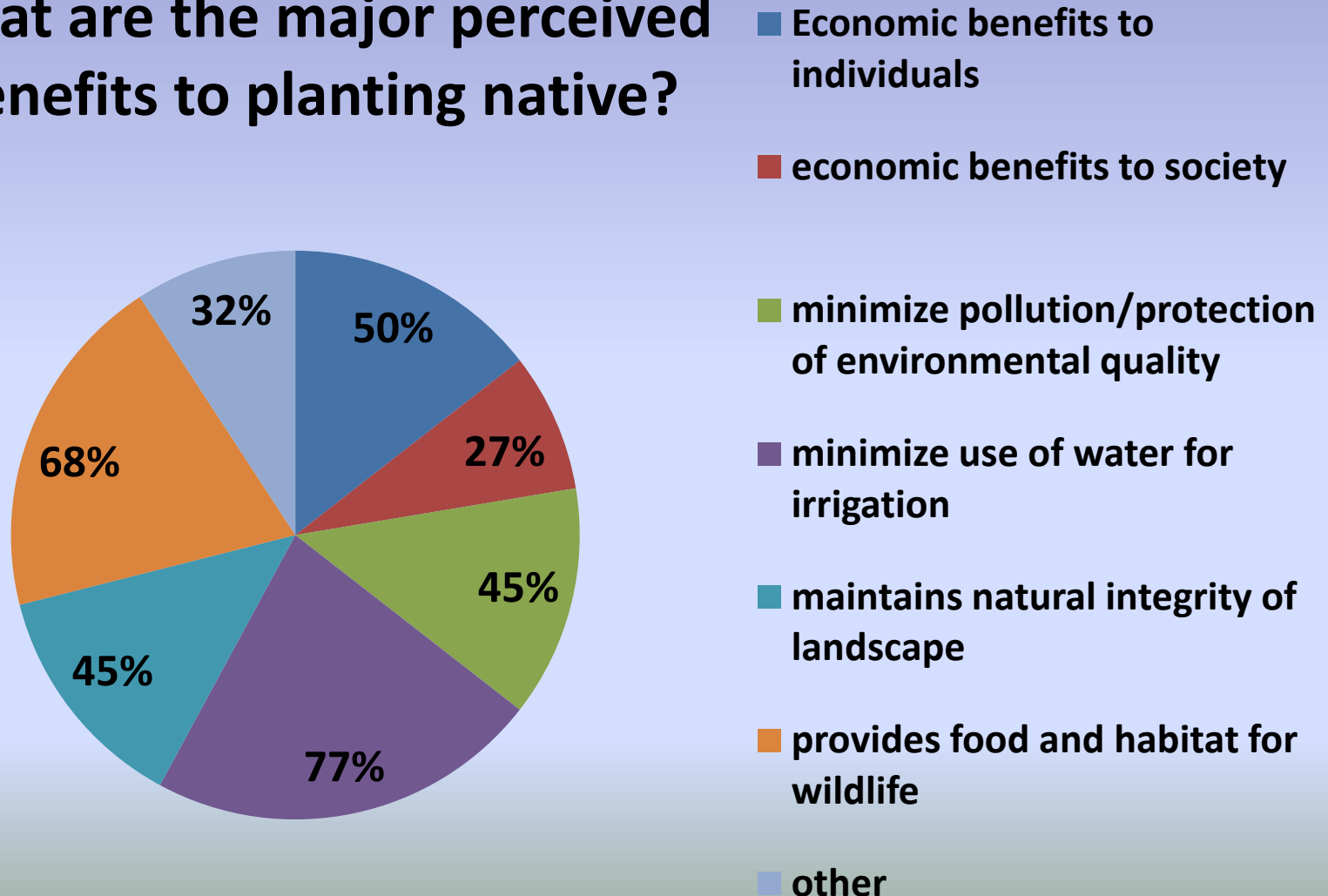


Perceived Major Issues Caused By Invasive Plant Species



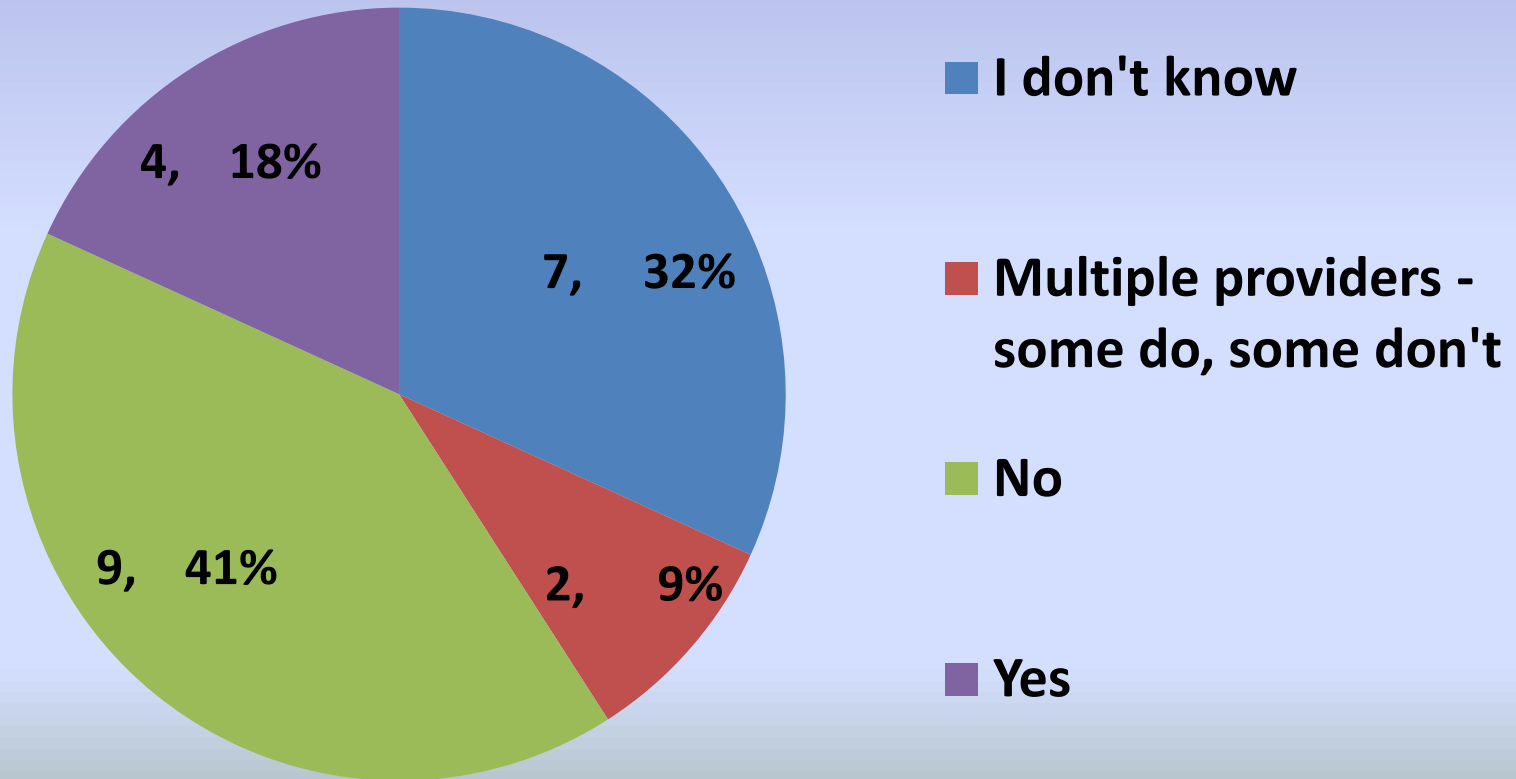
Section Three: Knowledge of and Access to Native Plants and Native Landscaping

What are the major perceived benefits to planting native?

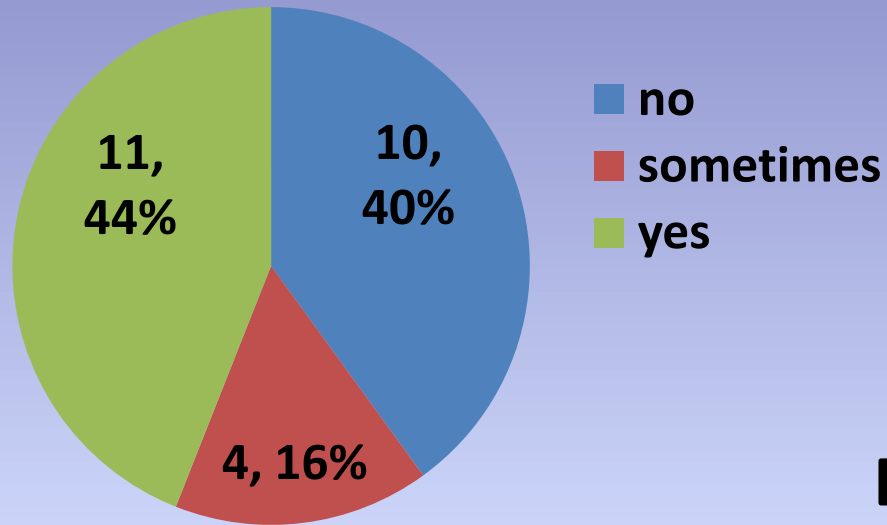


Section Four: Access to and Willingness to Promote Native Plants in Your Business

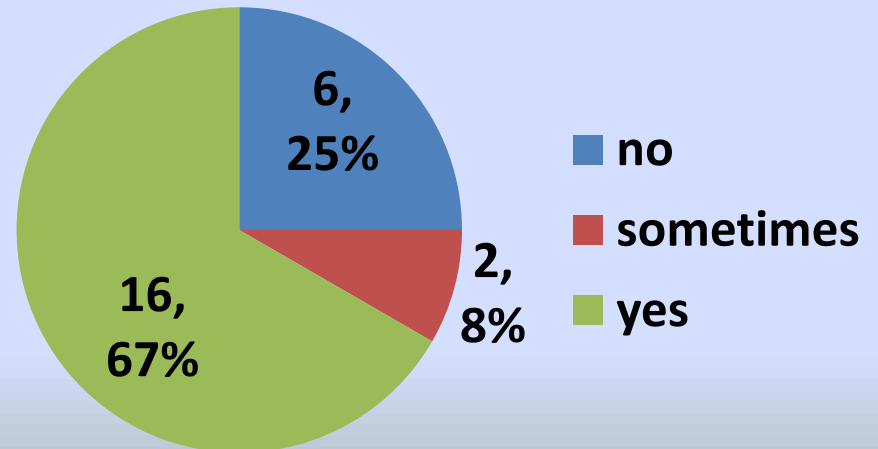
Do any of your wholesalers provide native plants exclusively?



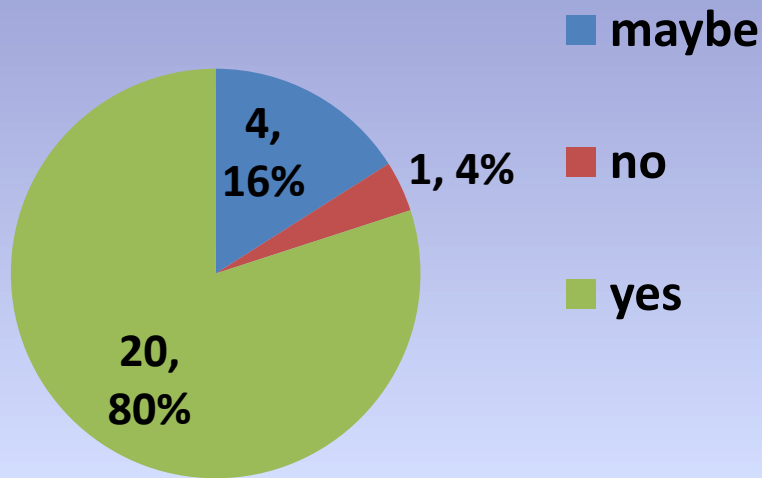
Do you label plants as native?



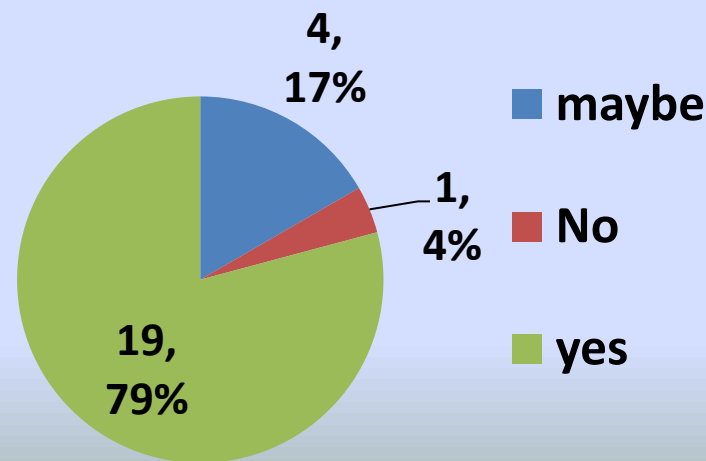
Does labeling plants as native help them to sell?



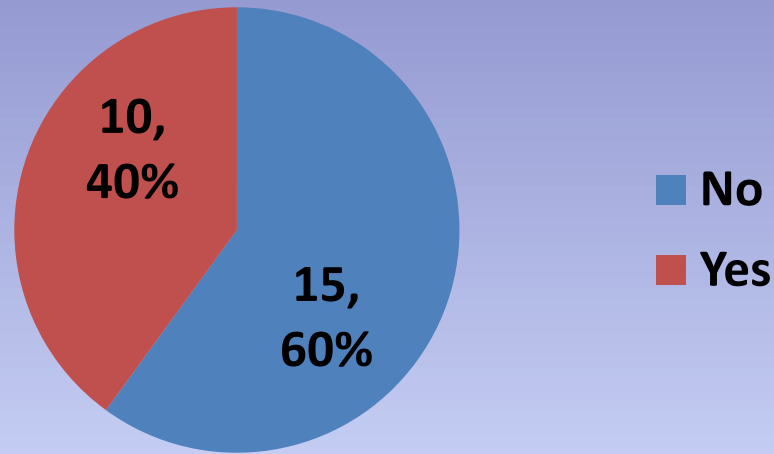
Are native plants something you are interested in promoting in your business?



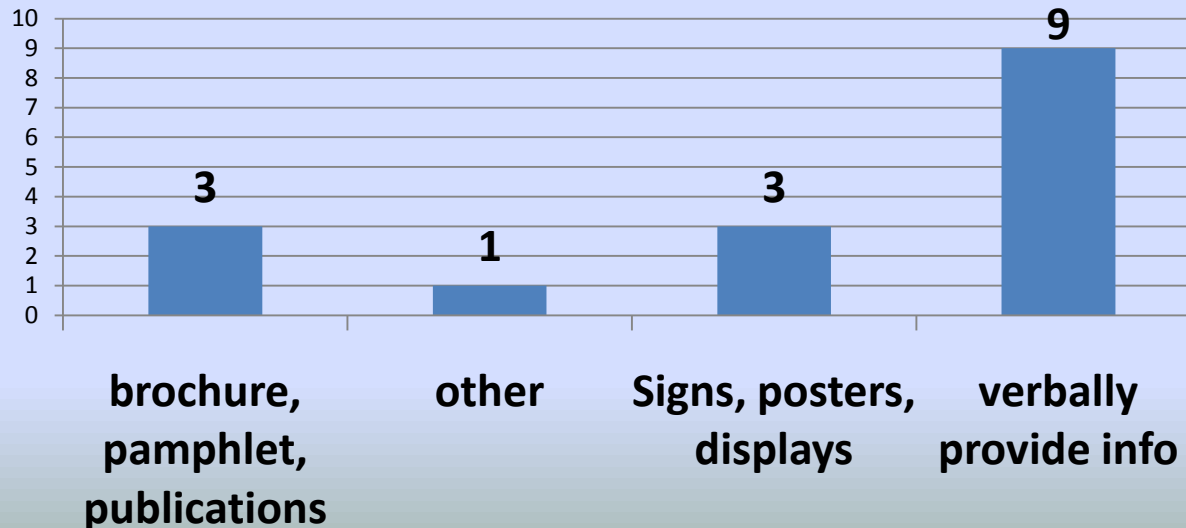
Would you be willing to provide additional information if materials and/or training were provided to you?



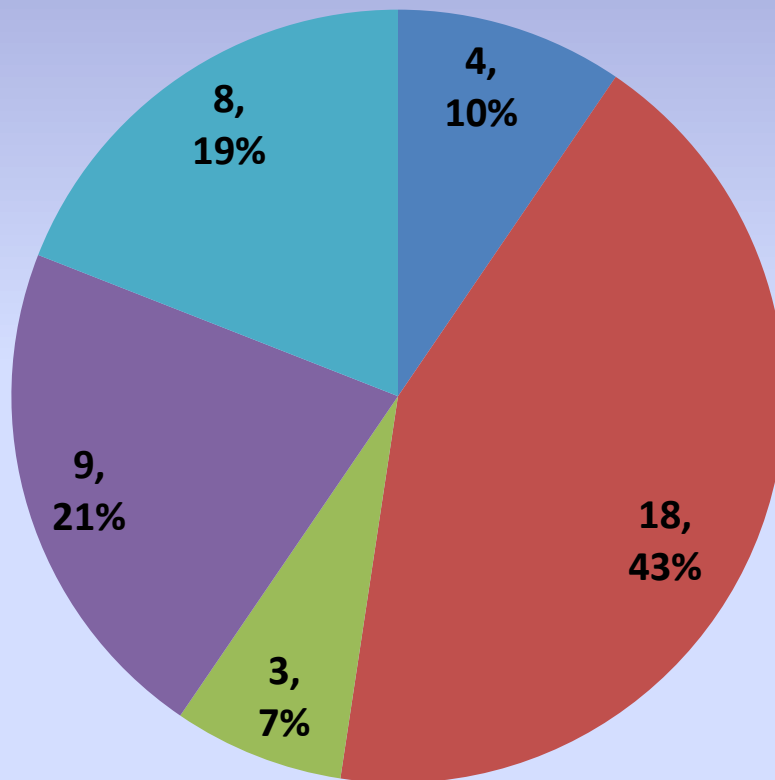
Do you provide any general information in your store or to your buyers which highlights the benefits of planting natives or the issues associated with invasives?



What format of information delivery do you use?



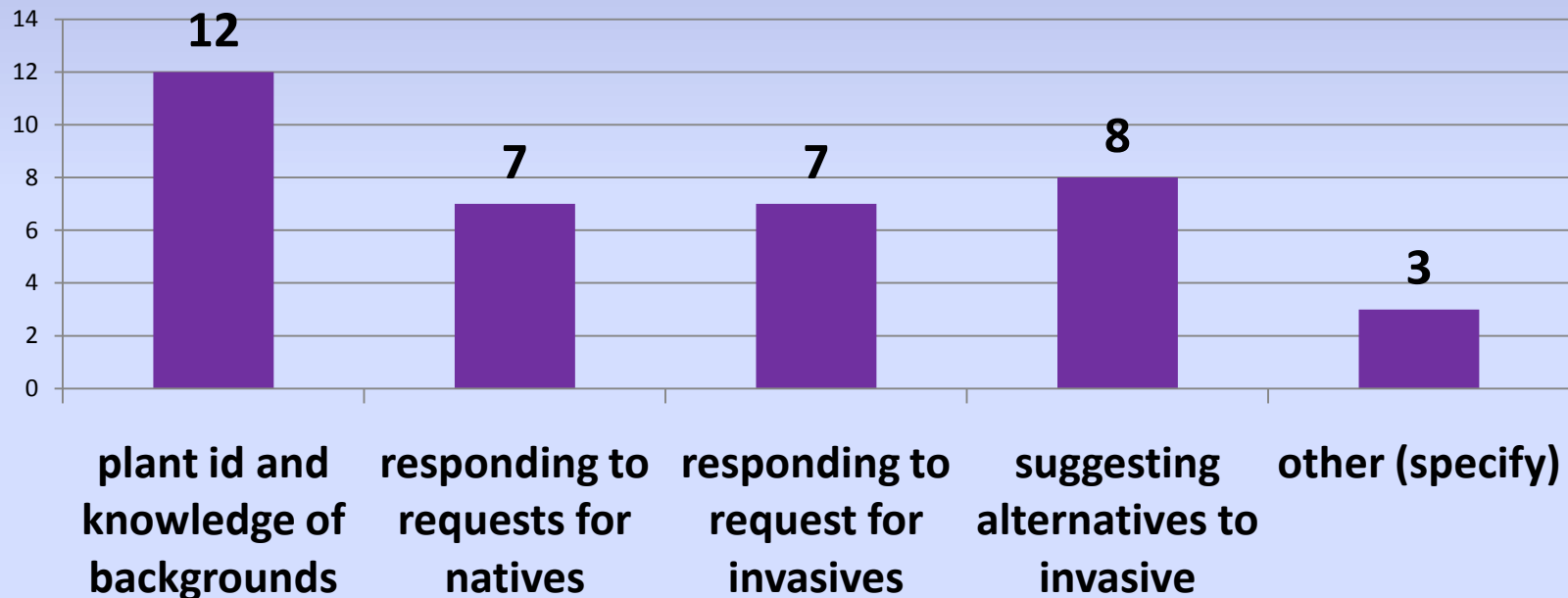
What is preferred format if informational materials were provided to you?



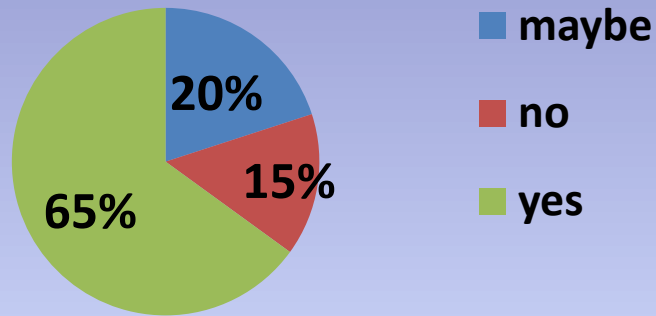
- 1-on-1, or group trainings so can present verbally
- brochure, pamphlets, publication to hand out
- other
- Signs, posters, displays provided
- website with information to review

Section Five: Employee Training on Invasive and Native Species

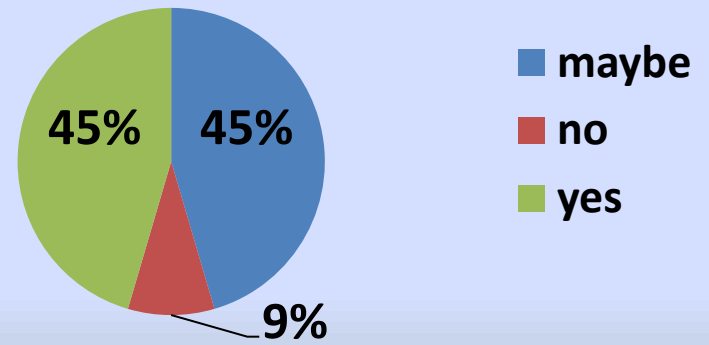
Do you train your employees or do they receive training elsewhere on the following topics?



Are you interested in receiving training (those who do not provide training to employees)?

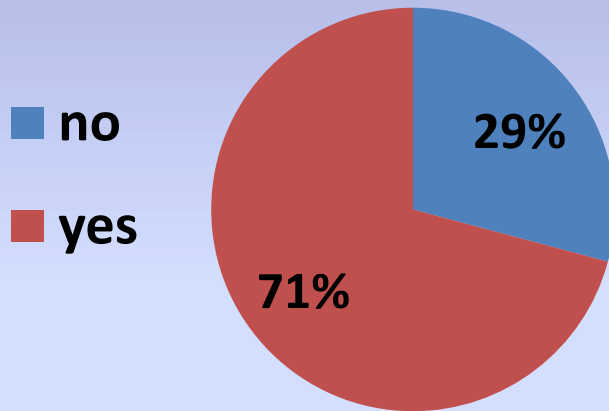


Are you interested in additional training (those who already provide training to employees)?

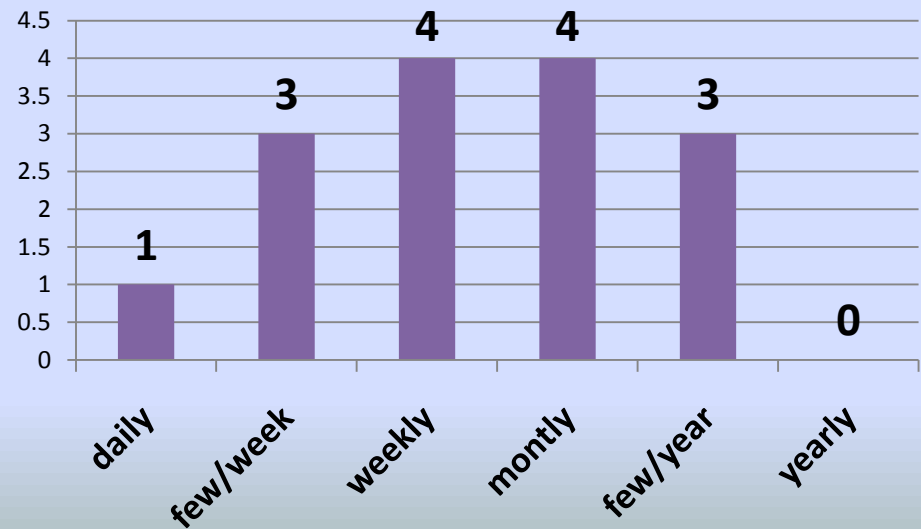


Section Six: Assessment of Public Demand for Natives

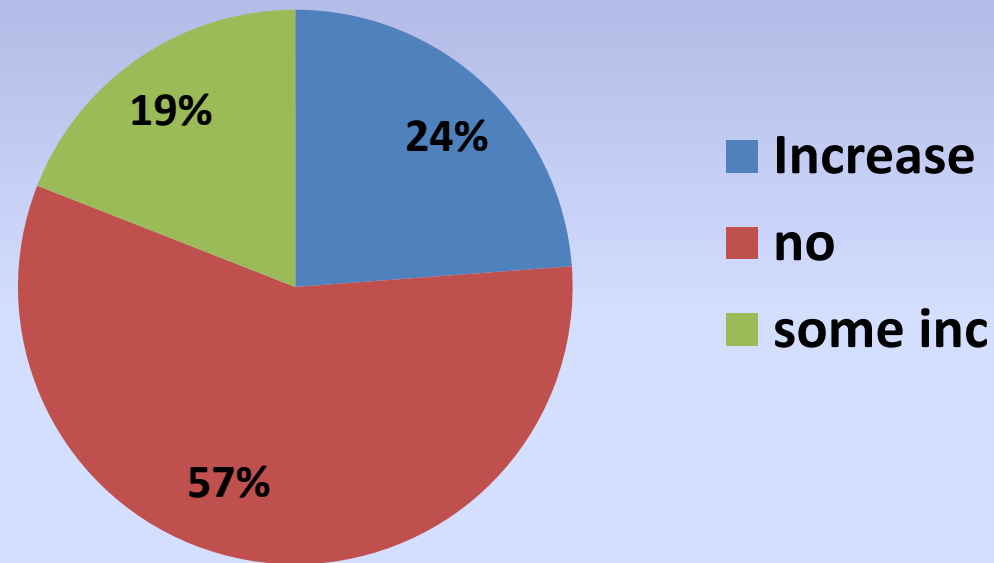
**Do customers inquire about native
plants?**



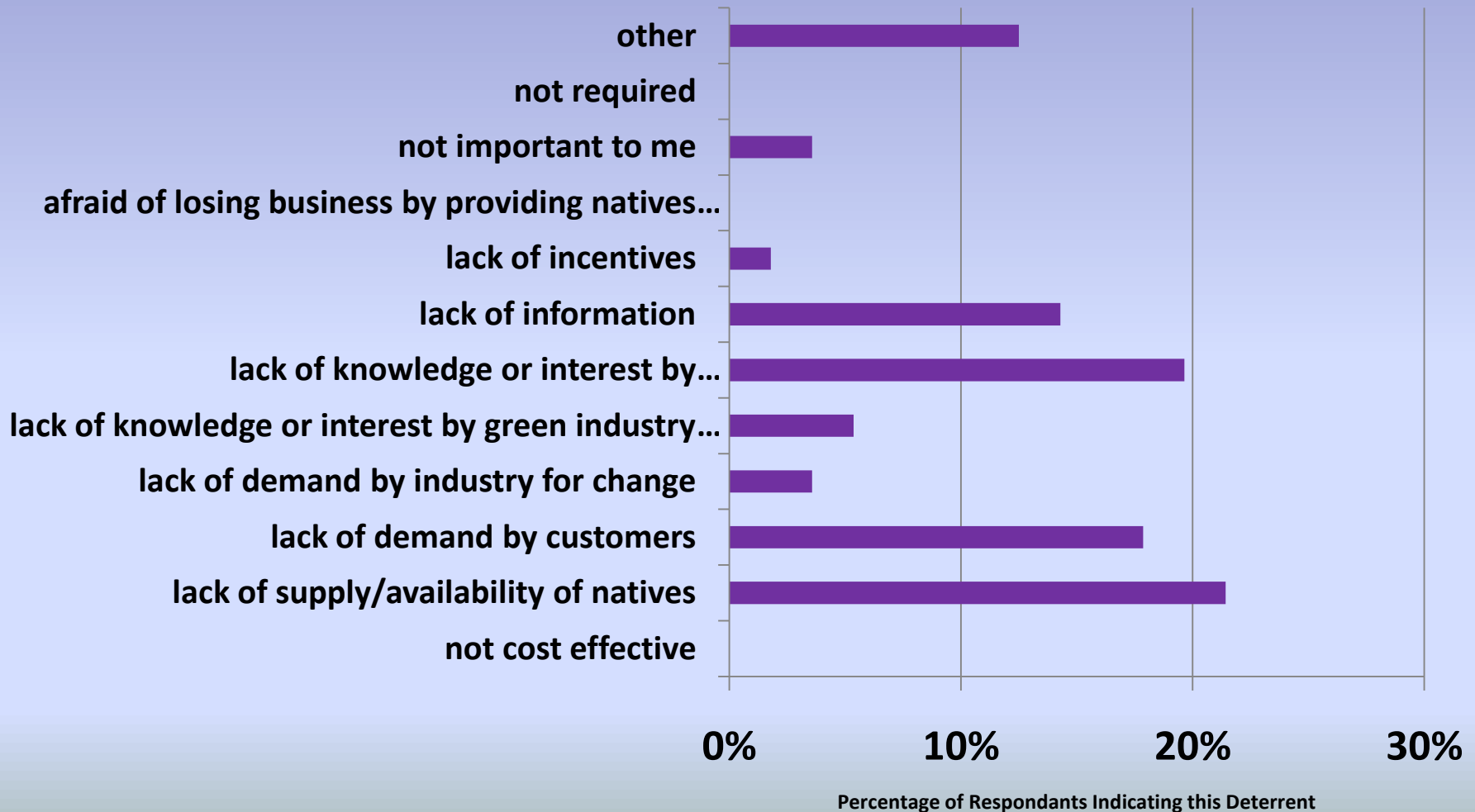
**How often do you receive
these inquiries?**



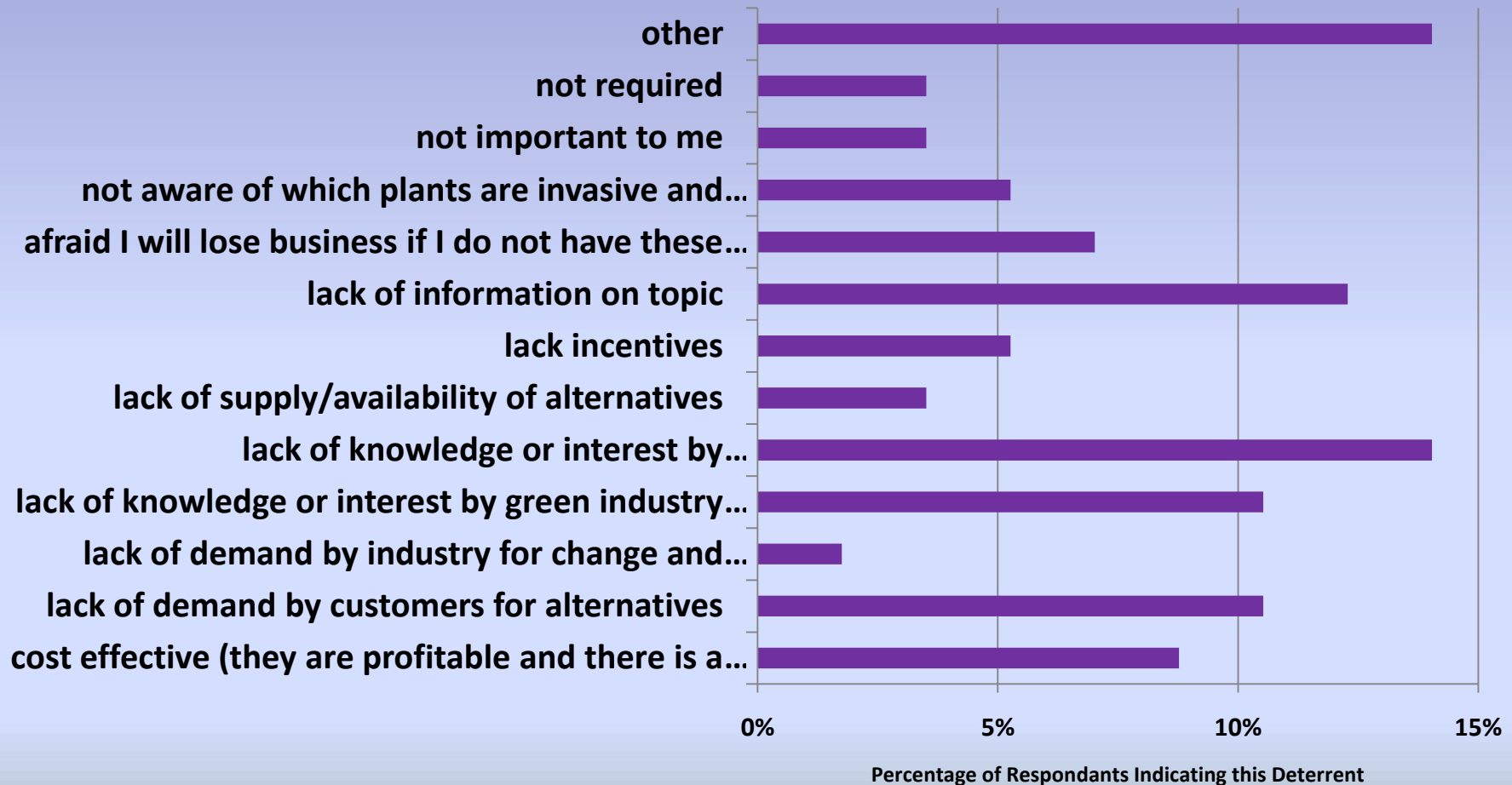
Within the last year, have you noticed an increase in the number of inquiries for native plants?



What are the major deterrents to selling natives?



What are the major deterrents to phasing out invasives?



So What?

- Obvious need identified to develop additional forms of communication between government entities, NPO's, the nursery industry and the public
- Interest exists by nursery industry to promote natives and supply information regarding their benefits
- Lack of demand, followed by lack of supply key factors in natives/invasives issue

What Next?

- More in depth survey including wholesalers and big box stores
- Revamp survey design; provide consistency by utilizing one surveyor
- Create a more detailed survey based on results from initial effort
- Focus on useable outcomes by the nursery industry
- Utilize survey outcomes combined with already existing information to formulate trainings, workshops, outreach materials and market design for use by the green industry